

ORDER



KSNV

Orders
Order / Rev: 106948
Alt Order #: 06855310
Product Desc: Candidate Orders
Estimate: 1844
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/24/12 / 09/25/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America - *Pensel*
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	40	\$38,665.00	\$32,865.25
10/01/12	10/01/12	10	\$7,890.00	\$6,706.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$38,665.00	\$32,865.25	0.00
October 2012	10	\$7,890.00	\$6,706.50	0.00
Totals	50	\$46,555.00	\$39,571.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	26%	\$46,555.00
Market	100%	\$179,057.69

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$44,764.42
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$39,392.69
KTUD	2%	\$3,581.15
KVVU	20%	\$35,811.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$8,952.88

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wag	5-6a		MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00

WAKE UP WITH THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						
E 2	KSNV	09/25/12	10/01/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$650.00		0.00						
E 3	KSNV	09/25/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$850.00		0.00						
E 4	KSNV	09/29/12	09/29/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$350.00		0.00						
E 5	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF Saturday Today	CM	5-6A (5:00 AM-6:00 AM)	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$625.00		0.00						
E 6	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS 3 AT SUNRISE REV RATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$325.00		0.00						
E 7	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$625.00		0.00						
E 8	KSNV	09/30/12	09/30/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$3,000.00		0.00						
E 9	KSNV	09/25/12	10/01/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$350.00		0.00						
E 10	KSNV	09/25/12	10/01/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						
E 11	KSNV	09/25/12	10/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$325.00		0.00						
E 12	KSNV	09/25/12	10/01/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$425.00		0.00						
E 13	KSNV	09/25/12	10/01/12		CM	1258p-2pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Days of our Lives											
				Days of our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/25/12	10/01/12	MTWTF--		2			\$425.00	0.00					
E 14	KSNV	09/25/12	10/01/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/25/12	10/01/12	MTWTF--		2			\$325.00	0.00					
E 15	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/25/12	10/01/12	MTWTF--		2			\$600.00	0.00					
E 16	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/25/12	10/01/12	MTWTF--		2			\$700.00	0.00					
E 17	KSNV	09/25/12	10/01/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/25/12	10/01/12	MTWTF--		2			\$1,000.00	0.00					
E 19	KSNV	09/25/12	10/01/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/25/12	10/01/12	MTWTF--		1			\$1,000.00	0.00					
E 20	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----		1			\$4,000.00	0.00					
E 21	KSNV	09/25/12	09/25/12	Tues PR 10-11p	CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Tuesday Prime 10-11pm											
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-----		1			\$3,200.00	0.00					
E 22	KSNV	09/26/12	09/26/12	Wed PR 9-11p	CM	9-11pm	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Wednesday Prime 9-11pm											
				LAW & ORDER: SVU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	--W----		1			\$3,200.00	0.00					
E 23	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				NFL Pre-Game											
				FOOTBALL NIGHT IN AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S		1			\$2,400.00	0.00					
E 24	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
				NFL Football											
				SUN NT FB: NY GIANTS @ PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S		1			\$10,000.00	0.00					
E 25	KSNV	09/25/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/25/12	10/01/12	MTWTF--		2			\$1,100.00	0.00					
E 26	KSNV	09/25/12	10/01/12		CM	1135p-1237a	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 2 \$425.00 0.00															
E 27	KSNV	09/25/12	10/01/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$225.00	1	0.00	NM	3	\$675.00
LATE NIGHT W/JIMMY FALLON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 3 \$225.00 0.00															
E 28	KSNV	09/25/12	10/01/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	4	\$40.00	3	0.00	NM	4	\$160.00
LAST CALL WITH CARSON DALY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 4 \$40.00 0.00															
E 29	KSNV	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
SATURDAY NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$750.00 0.00															
E 30	KSNV	09/30/12	09/30/12	LAW & ORDER (LF) Law & Order (LF)	CM	Sat 1-2am / Sun 1:-----S	-----S	:30	1	\$45.00	3	0.00	NM	1	\$45.00
LAW & ORDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$45.00 0.00															
N 31	KSNV	09/29/12	09/29/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.00	1	0.00	NM	1	\$225.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$225.00 0.00															
													Totals	50	\$46,555.00